### **THE ARCHITECTURE OF COGNITION**

THE ARCHITECTURE OF COGNITION AS THE SUM OF TWELVE COGNITIVE FUNCTIONS.

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# THE REASONING SECTOR OF COGNITION WITH FOUR REASONING FUNCTIONS MATCHED IN PAIRS

A. REALITY: OBJECTIVELY CONSIDERING TANGIBLE FACTS AND DETAILS THAT ARE REAL, ABSOLUTE, OR TRUE TODAY.

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- B. IMAGINATION: READILY FORMING IMAGES OR CONCEPTS OF NEW IDEAS, POSSIBILI-24 TIES, OR OUTCOMES FOR THE FUTURE.
- C. ANALYSIS: SEPARATING A SUBJECT INTO ITS SPECIFIC PARTS OR BASIC PRINCIPLES FOR INDIVIDUAL EVALUATION.
- D. INTUITION: EVALUATING WITH SHARP INSIGHT, A GUT FEELING, A SIXTH SENSE, AND A SKILL FOR GUESSING ACCURATELY.

# THE RELATING SECTOR OF COGNITION WITH FOUR RELATING FUNCTIONS MATCHED IN PAIRS 28

- E. LISTENING: CONSIDERING THE WORDS, IDEAS, AND VALUES OF OTHERS, AND REFLECTING ON ONE'S OWN INNER THOUGHTS. 30
  - F. EXPRESSING: SHARING IDEAS, OPINIONS, OR INFORMATION BY SPEECH OR WRITING IN A WAY UNDERSTOOD BY OTHERS.
- G. COOPERATION: RELATING TO OTHERS WITH EMPATHY AND COLLABORATION FOR MUTUAL BENEFIT AND COMMON PURPOSES. 32
  - H. INDEPENDENCE: ACTING INDIVIDUALLY WITH CONVICTION IN AN INTERNALLY MOTIVATED AND SELF-RELIANT WAY.

## THE ACTION SECTOR OF COGNITION WITH FOUR ACTION FUNCTIONS MATCHED IN PAIRS

<u>34</u>

- I. CAUTION: CAREFULLY ASSESSING RISKS WITH FORETHOUGHT AND A CONCERN FOR AVOIDING ADVERSITY AND MISTAKES.
- J. COURAGE: CONFIDENTLY AND BRAVELY FACING CHALLENGES, UNCERTAINTIES, AND RISKS.
- K. ADAPTABILITY: OPEN, FLEXIBLE, AND SPONTANEOUS IN LEARNING FROM NEW IDEAS, INFORMATION, AND EXPERIENCES.
- L. DECISIVENESS: RESOLUTE AND FIRM IN REACHING CONCLUSIONS THAT ARE 51NAL AND BEYOND DOUBT.

## **LEFT AND RIGHT BRAIN STYLE FUNCTIONS**

THE TWELVE COGNITIVE FUNCTIONS ARE DIVIDED UP INTO COLUMN SETS OF LEFT-BRAIN STYLE FUNCTIONS AND RIGHT-BRAIN STYLE FUNCTIONS RELATIVE TO THE COMMON CHARACTERISTICS OF THE FUNCTIONS IN EACH OF THE TWO COLUMN SETS.

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### **LEFT-BRAIN STYLE**

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FUNCTIONS WITH A SLOWER,
OBJECTIVE, CONSCIOUS, AND
DIVERGENT LEFT-BRAIN STYLE
OF SERIAL COGNITIVE
PROCESSING. 42

#### **RIGHT-BRAIN STYLE**

FUNCTIONS WITH A FASTER,
SUBJECTIVE, SUBCONSCIOUS, AND
CONVERGENT RIGHT-BRAIN STYLE
OF PARALLEL COGNITIVE
PROCESSING. 44

## **LEFT-BRAIN STYLE FUNCTIONS**

- A. REALITY: OBJECTIVELY CONSIDERING TANGIBLE FACTS AND DETAILS THAT ARE REAL, ABSOLUTE, OR TRUE TODAY.
- C. ANALYSIS: SEPARATING A SUBJECT INTO ITS SPECIFIC PARTS OR BASIC PRINCIPLES FOR INDIVIDUAL EVALUATION.
- E. LISTENING: CONSIDERING THE WORDS, IDEAS, AND VALUES OF OTHERS, AND REFLECTING ON ONE'S OWN INNER THOUGHTS.
- G.COOPERATION: RELATING TO OTHERS WITH EMPATHY AND COLLABORATION FOR MUTUAL BENEFIT AND COMMON PURPOSES.
- I. CAUTION: CAREFULLY ASSESSING RISKS WITH FORETHOUGHT AND A CONCERN FOR AVOIDING ADVERSITY AND MISTAKES.
- K. ADAPTABILITY: OPEN, FLEXIBLE, AND SPONTANEOUS IN LEARNING FROM NEW IDEAS, INFORMATION, AND EXPERIENCES.

## **RIGHT-BRAIN STYLE FUNCTIONS**

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- B. IMAGINATION: READILY FORMING IMAGES
  OR CONCEPTS OF NEW IDEAS, POSSIBILITIES, OR OUTCOMES FOR THE FUTURE.
- D. INTUITION: EVALUATING WITH SHARP INSIGHT, A GUT FEELING, A SIXTH SENSE, AND A SKILL FOR GUESSING ACCURATELY.
- F. EXPRESSING: SHARING IDEAS, INFORMATION, OR OPINIONS BY SPEECH OR WRITING IN A WAY UNDERSTOOD BY OTHERS.
- H. INDEPENDENCE: ACTING INDIVIDUALLY WITH CONVICTION IN AN INTERNALLY MOTIVATED AND SELF-RELIANT WAY.
- J. COURAGE: CONFIDENTLY AND BRAVELY FACING CHALLENGES, UNCERTAINTIES, AND RISKS.
- L. DECISIVENESS: RESOLUTE AND FIRM IN REACHING CONCLUSIONS THAT ARE FINAL AND BEYOND DOUBT.

Fig. 2

#### PREFERENCE SURVEY INSTRUMENT COMPLETION PROCESS

REVIEW CONCEPT OF COGNITIVE FUNCTION PREFERENCES WITH INDIVIDUAL.

ADVISE THAT COMPLETING THIS INSTRUMENT WILL HELP INDIVIDUAL BETTER UNDERSTAND HIS OR HER PREFERENCES, AND IS THE FIRST STEP IN A PERSONAL AND LEADERSHIP DEVELOPMENT PROCESS.

ADVISE INDIVIDUAL TO READ THE FOLLOWING INSTRUCTIONS AND THEN COMPLETE THE PREFERENCE SURVEY INSTRUMENT.

#### PREFERENCE SURVEY INSTRUMENT INSTRUCTIONS

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- 1. PLEASE INDICATE THE EXTENT OF PREFERENCE FOR EACH INDIVIDUAL STATEMENT IN

  EACH OF THE 36 STATEMENT PAIRS ON A SCALE OF 0 TO 3, NOTING THIS NUMBER ON THE

  SHORT LINE BEFORE EACH STATEMENT, AS TO HOW WELL IT DESCRIBES YOU AND YOUR STYLE

  OF BEHAVIOR AND ACTION. (THE STATEMENT PAIRS CONSIST OF ONE STATEMENT IN THE LEFT

  HAND COLUMN AND THE OPPOSITE STATEMENT IN THE LEFT HAND COLUMN)
  - "0" TO INDICATE THAT IT DOES NOT DESCRIBE YOU AT ALL.
  - "1" TO INDICATE IT SLIGHTLY DESCRIBES YOU.
  - "2" TO INDICATE IT MODERATELY DESCRIBES YOU.
  - "3" TO INDICATE IT STRONGLY DESCRIBES YOU.
- 2. <u>CHOOSE A DIFFERENT NUMBER FOR EACH STATEMENT IN EACH PAIR</u>, TO INDICATE A GREATER PREFERENCE FOR ONE STATEMENT IN EACH PAIR OVER THE OTHER.
- 3. <u>THERE ARE NO "RIGHT" OR "WRONG" STATEMENTS</u>, AS EACH STATEMENT DESCRIBES POSITIVE BUT DIFFERENT ATTRIBUTES.
- 4. <u>TURN TO NEXT PAGE AND COMPLETE PREFERENCE SURVEY</u>. THERE IS NO TIME LIMIT FOR COMPLETING THE SURVEY. HOWEVER, PLEASE COMPLETE IT AS SOON AS POSSIBLE AS FIRST IMPRESSIONS OF YOUR EXTENT OF PREFERENCE FOR EACH ITEM ARE USUALLY THE MOST CORRECT.
- 5. PLEASE RETURN SURVEY FORM TO SURVEY ADMINISTRATOR AFTER COMPLETION.

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PREFERENCE SURVEY INSTRUMENT	52
A. REALISTIC  1. PREFERS REALISTIC, PRACTICAL, AND FACTUAL DETAILS  2. HAS A FOCUS ON TODAY'S ACTIVITIES AND CHALLENGES	THINKS OF FUTURE POSSIBILITIES AND OPPORTUNITIES
3. LIKES A CONVENTIONAL AND PREDICTABLE APPROACH	LIKES TO BE IMAGINATIVE AND UNCONVENTIONAL. ENJOYS CONSTANTLY CHANGING SITUATIONS. HAS AN INQUISITIVE AND THEORETICAL APPROACH
10TAL	TOTAL
7. PREFERS ANALYTICAL 7. PREFERS ANALYTICAL AND SYSTEMATIC REASONING	HAS A GUT FEELING FOR GOOD AND BAD, RIGHT AND WRONG. RANKS ISSUES IN A SUBJECTIVE AND QUALITATIVE WAY. TAKES INTO ACCOUNT RELATIONSHIPS AND SOCIAL VALUES
12. MAKES DECISIONS IN A METHODICAL WAY	DECIDES ON THE OVERALL PICTURE OF WHAT "FEELS" RIGHT
E. LISTENING	TOTAL F. EXPRESSING
13. PREFERS A REFLECTIVE, RESERVED STYLE OF WORKING 14. TENDS TO QUIETLY THINK THINGS THROUGH 15. ENJOYS BEING CALM AND SELF-RELIANT IN A HUMBLE WAY 16. IS HAPPY BEING A LISTENER IN GROUP SETTINGS 17. LIKES TO STUDY SPECIFIC ISSUES IN DEPTH 18. FAVORS WORKING IN A QUIET SETTING TOTAL	PREFERS AN OUTGOING AND EXPRESSIVE WAY WITH PEOPLE. HAS A TALK-IT-OUT STYLE OF WORKING WITH OTHERS. LIKES TO BE INFLUENTIAL AND PERSUASIVE. VALUES ELOQUENCE IN GROUP SETTINGS. FOCUSES ON THE BROAD DIMENSIONS OF SITUATIONS. ENJOYS WORKING IN A BUSY ENVIRONMENT
G COODEDATIVE	TOTAL H. INDEPENDENT
19. PREFERS TO BE COOPERATIVE AND AGREEABLE	PREFERS TO BE CONFIDENT AND IN CONTROL. ENJOYS BEING INDEPENDENT AND INDIVIDUALISTIC. MAY BE DETERMINED AND COMPETITIVE. TENDS TO BE ASSERTIVE IN EXPRESSING VIEWDOWNS
23. ENJOYS COLLABORATING WITH OTHERS ON TEAM EFFORTS 24. IS USUALLY TRUSTING AND SUPPORTIVE OF AUTHORITY TOTAL	IS A SELF-STARTER IN TAKING THE INITIATIVE LIKES TO BE THE PERSON IN CHARGE OF A SITUATION TOTAL
I. CAUTIOUS  25. PREFERS A CAUTIOUS AND PREDICTABLE WAY OF LIFE	LIKES THE CHALLENGE OF IMPLEMENTING NEW STRATEGIES.  ENJOYS THE THRILL OF TAKING REASONABLE RISKS.  ACCEPTS THE UNCERTAINTIES OF NEW PROJECTS.  IS A VENTURESOME PIONEER.  TOTAL
31. PREFERS TO BE SPONTANEOUS AND ADAPTABLE	LIKES TO HAVE THINGS PLANNED AND SCHEDULED.  USUALLY PUNCTUAL AND ORDERLY IN MEETING DEADLINES.  ENJOYS HAVING THINGS SETTLED WELL IN ADVANCE.  HAS A DECISIVE LIRGENT STYLE OF RESPONSE.

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PREFERENCE SURVEY REPORT		
NAME POSITION		
ORGANIZATIONDEPA	ARTMENTDATE	
THE FOLLOWING IS A SUMMARY OF YOUR PREFERENCE SURVEY RESULTS.		
A. REALISTIC 18 - 16 - 14 - 14 - 14 - 14 - 14 - 14 - 14	2 6 8 10 12 <b>1</b> -16 - 18 B. IMAGINATIVE	
OBJECTIVELY CONSIDERING TANGIBLE FACTS AND DETAILS THAT ARE REAL, ABSOLUTE, OR TRUE TODAY.	READILY FORMING IMAGES OR CONCEPTS OF NEW POSSIBILITIES, IDEAS, OR OUTCOMES FOR THE FUTURE.	
C. ANALYTICAL 18 - 16 - 14 - 10 - 8 - 6 - 4 - 2 -	- 2 - 4 - 6 - 8 - 10 - 12 - 14 -16 - 18 <b>D. INTUITIVE</b>	
SEPARATING A SUBJECT INTO ITS SPECIFIC PARTS OR BASIC PRINCIPLES FOR INDIVIDUAL EVALUATION.	EVALUATING WITH SHARP INSIGHT, A GUT FEELING, A SIXTH SENSE, AND A SKILL FOR GUESSING ACCURATELY.	
E. LISTENING 18 - 16 - 14 - 10 - 8 - 6 - 4 - 2 -	- 2 - 4 - 6 - 8 - 10 - 12 - 14 -16 - 18 <b>F. EXPRESSING</b>	
CONSIDERING THE WORDS, IDEAS, AND VALUES OF OTHERS, AND REFLECTING ON ONE'S OWN INNER THOUGHTS.	SHARING IDEAS, INFORMATION, OR OPINIONS BY SPEECH OR WRITING IN A WAY CLEARLY UNDERSTOOD BY OTHERS.	
G. COOPERATIVE 18 - 16 - 14 - 10 - 8 - 6 - 4 - 2 -	- 2 - 4 - 6 - 8 - 10 - 12 - 14 - 16 - 18 <b>H. INDEPENDENT</b>	
RELATING TO OTHERS WITH EMPATHY AND COLLABORATION FOR MUTUAL BENEFIT AND COMMON PURPOSES.	ACTING INDIVIDUALLY WITH CONVICTION IN AN INTERNALLY MOTIVATED AND SELF-RELIANT WAY.	
I. CAUTIOUS 18 - 16 - 14 - 10 - 8 - 6 - 4 - 2 -	- 2 - 4 - 6 - 8 - 10 - 12 - 14 -16 - 18 <b>J. COURAGEOUS</b>	
CAREFULLY ASSESSING RISKS WITH FORETHOUGHT AND A CONCERN FOR AVOIDING ADVERSITY AND MISTAKES.	CONFIDENTLY AND BRAVELY FACING CHALLENGES, UNCERTAINTIES, AND RISKS.	
K. ADAPTABLE 18 - 16 - 14 - 10 - 8 - 6 - 4 - 2 -	- 2 - 4 - 6 - 8 - 10 - 12 - 14 -16 - 18 L. DECISIVE	
OPEN, FLEXIBLE, AND SPONTANEOUS IN LEARNING FROM NEW INFORMATION, IDEAS, AND EXPERIENCES.	RESOLUTE AND FIRM IN REACHING CONCLUSIONS THAT ARE FINAL AND BEYOND DOUBT.	

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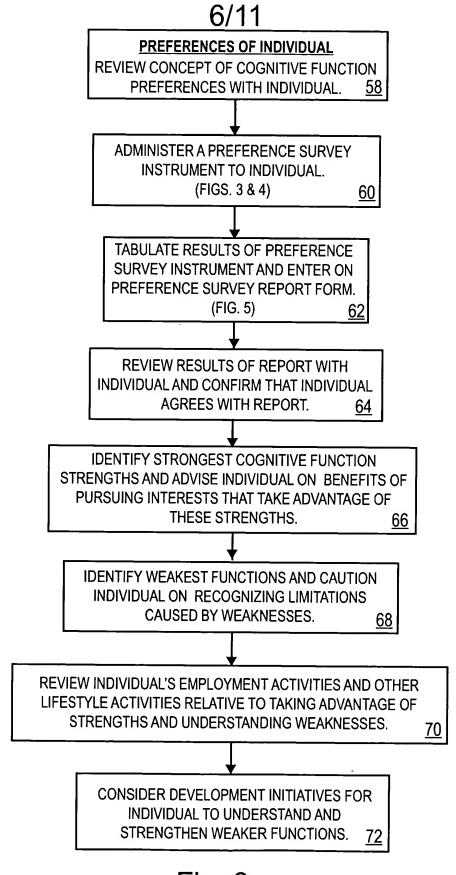


Fig. 6



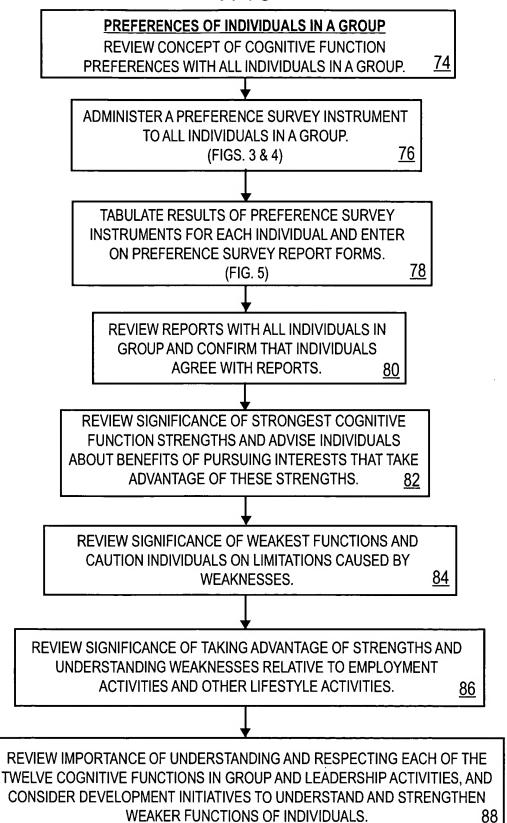


Fig. 7

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#### PREFERENCES OF ANOTHER ENTITY

REVIEW CONCEPT OF COGNITIVE FUNCTION PREFERENCES WITH ANY NUMBER OF INDIVIDUALS, AND HAVE INDIVIDUAL(S) CONSIDER THE OVERALL DOMINANT COGNITIVE FUNCTION PREFERENCES MOST REPRESENTATIVE OF THE CULTURE AND BEHAVIOR OF ANOTHER ENTITY SUCH AS ANOTHER INDIVIDUAL, A GROUP AS A WHOLE, AN ORGANIZATION, A GEOGRAPHIC REGION, OR A COUNTRY.

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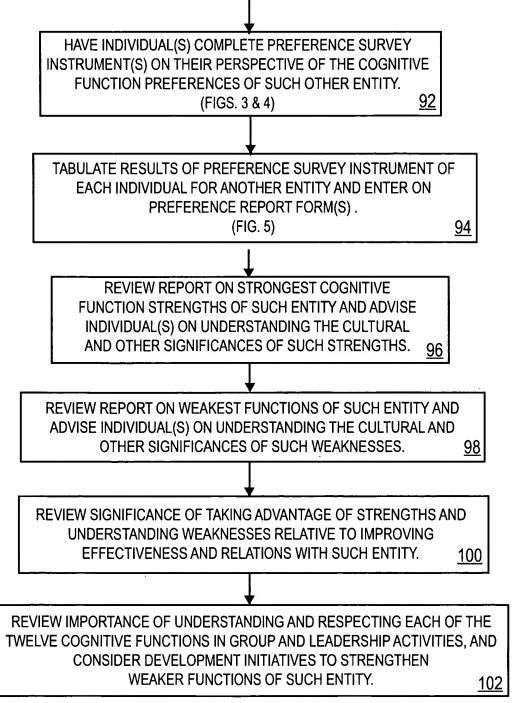


Fig. 8

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# UTILIZING TWO PAIRS OF COGNITIVE FUNCTIONS OF THIS INVENTION WITH UNRELATED ASSESSMENT METHODS

A SYSTEM AND METHOD UTILIZING TWO PAIRS OF COGNITIVE FUNCTIONS OF THIS INVENTION, WHICH ARE COOPERATION PLUS INDEPENDENCE AND CAUTION PLUS COURAGE, WHEREIN THIS SEPARATE SYSTEM AND METHOD OF THIS INVENTION IS USED IN CONJUNCTION WITH AN UNRELATED COGNITIVE ELEMENT ASSESSMENT METHOD SUCH AS THE MYERS-BRIGGS TYPE INDICATOR® (MBTI®) TO ENHANCE THE EFFECTIVENESS AND PRACTICAL USE OF SUCH ALTERNATE SYSTEM AND TO REPLICATE THE ATTRIBUTES, CHARACTER, AND PURPOSES OF THIS INVENTION.

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THE COGNITIVE FUNCTIONS OF COOPERATION PLUS INDEPENDENCE AND CAUTION PLUS COURAGE OF THIS INVENTION ARE ESTABLISHED AS A SEPARATE DERIVATIVE SYSTEM AND METHOD, COMPLETE WITH A COGNITIVE PREFERENCE SURVEY INSTRUMENT AND PREFERENCE REPORTING INSTRUMENT COVERING THESE FOUR SPECIFIC COGNITIVE FUNCTIONS.

AN UNRELATED COGNITIVE ELEMENT ASSESSMENT SYSTEM, SUCH AS THE MBTI, IS ADMINISTERED TO AN ENTITY, INCLUDING A MEANS OF PREFERENCE SURVEY INSTRUMENT AND A MEANS OF PREFERENCE REPORTING INSTRUMENT.

<u>108</u>

THE RESULTS OF SAID TWO FORMS OF ASSESSMENT AND REPORTING INSTRUMENT ARE COMBINED IN A NEW COMBINATION SYSTEM AND METHOD, AND PRESENTED TO, OR USED TO CONSULT WITH, AN ENTITY TO REPRESENT THE FULL SPECTRUM OF COGNITION IN THE NATURE OF THIS INVENTION, SUBSTITUTING COGNITIVE ELEMENTS OR TRAITS FROM OTHER UNRELATED METHODS TO REPLICATE THE OTHER EIGHT COGNITIVE FUNCTIONS OF THIS INVENTION, AND TO REPLICATE THE OTHER ATTRIBUTES, CHARACTER, AND PURPOSES OF THIS INVENTION.

#### THE FOUR QUADRANTS OF REASONING

A SYSTEM AND METHOD OF THIS INVENTION WHEREIN ALL REASONING ACTIVITIES COMBINE ONE COGNITIVE FUNCTION FROM THE FIRST REASONING PAIR AND ONE FUNCTION FROM THE SECOND REASONING PAIR AT ANY INSTANT IN TIME, FORMING FOUR NEW COMBINATIONS REFERRED TO AS QUADRANTS IN THIS INVENTION. THE QUADRANTS ARE INDIVIDUALLY REFERRED TO AS A CREATIVE QUADRANT, A STRATEGIC QUADRANT, AN ORGANIZATIONAL QUADRANT, AND AN ACHIEVEMENT QUADRANT.

THE CREATIVE QUADRANT, COMBINING THE IMAGINATION AND INTUITION FUNCTIONS, HAS A FOCUS ON ORIGINATING IDEAS, POSSIBILITIES AND CONCEPTS FOR NEW AND BETTER INNOVATIONS. <u>114</u> THE STRATEGIC QUADRANT, COMBINING THE IMAGINATION AND ANALYSIS FUNCTIONS, HAS A FOCUS ON TURNING IDEAS INTO PRACTICAL GUIDING PRINCIPLES AND A CLEAR VISION OF OBTAINABLE GOALS. 116 THE ORGANIZATIONAL QUADRANT, COMBINING THE REALITY AND ANALYSIS FUNCTIONS, IS FOCUSED ON DEFINING THE STRUCTURE, SYSTEMS, AND ROUTINES OF WHO DOES WHAT, WHERE, WHEN, WHY, AND HOW. <u>118</u> THE ACHIEVEMENT QUADRANT, COMBINING THE REALITY AND INTUITION FUNCTIONS, IS FOCUSED ON TURNING KNOWLEDGE OF WHAT TO DO AND HOW TO DO IT INTO THE ACHIEVEMENT OF MEANINGFUL <u> 120</u> RESULTS.

THIS SYSTEM AND METHOD ESTABLISHES THE COGNITIVE FUNCTION PREFERENCES OF ENTITIES FOR EACH OF THE FOUR REASONING FUNCTIONS, DETERMINES THE EXTENT COGNITIVE PREFERENCE FOR EACH QUADRANT BY THE CUMULATIVE PREFERENCE FOR THE TWO FUNCTIONS IN EACH QUADRANT, REPORTS THIS INFORMATION TO ENTITIES, AND USES THIS INFORMATION FOR COGNITIVE DEVELOPMENT PURPOSES.

Fig. 10